



SNDT Women's University, Mumbai

Open Electives Course (OEC)
for
**Students of Faculty of Science &
Technology**
for
Semester - IV

As Per NEP – 2020

Syllabus
(W.E.F. Academic Year 2025-26)

Sr. No.	Subject Code	Title
1	40420111	Business Compliances
2	40420112	Techniques of Advertising
3	40420113	Export Marketing Strategies and Procedures
4	40420114	Industrial Psychology-Workplace Behaviour
5	40420115	Marketing Research
6	40420116	Techniques of Sampling and Hypothesis Testing
7	40420117	Co-operative Management Mechanism
8	40420118	Investment & Risk Management
9	40420119	Foundations of Capitalism, Socialism, and Mixed Economies
10	40420161	Budgetary Control and Recent Trends in Business Accounting
11	40420162	Business Communication Skills
12	40410111	English for Corporate Communication (for English medium students)
13	40410112	English Language Skills for Employability (For the Non-English medium students)
14	40410211	ભારત અને ભારતીયતા
15	40410511	छन्दपरिचयः
16	40410311	भारतीय महिलाओं का अनूदित कथा साहित्य
17	404104 11	शब्दांकन
18	40411111	Sociology of Disaster Management

19	40411011	Media Psychology
20	40410911	Women and Political Participation in India
21	40410811	Subaltern Movements in India
22	40410812	Travel Formalities
23	40410711	Geography of Manmade Disaster
24	40410611	Economics of Insurance
25	40444221	Social Media Management (Pr)
26	40444222	Digital Marketing (Pr)
27	40444521	Jewelry Essentials (Pr)
28	40444512	Precious and Semi-Precious Stones (Th and Pr)
29	40441221	Tie and Dye (P)
30	40441121	Festival songs
31	40443111	Introduction to AI
32	40443111	Introduction to AI
33	40443111	Introduction to AI

Course Title	Business Compliances
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain what business compliance is and why it is important for businesses to follow rules and regulations. 2. Identify the different areas of compliance—legal, financial, and ethical—and understand their significance in business. 3. Explain the key business laws such as the Companies Act, Indian Contract Act, and Consumer Protection Act, and their role in business operations. 4. Describe the role of important regulatory bodies like SEBI, RBI, and the Ministry of Corporate Affairs in ensuring business compliance. 5. Recognize the benefits of complying with legal and regulatory requirements for businesses, including risk reduction and growth opportunities.
Module 1 (Credit 1) :	Introduction to Business Compliances
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 6. Understand the concept of business compliance. 7. Recognize the importance of compliance in business operations. 8. Identify key compliance areas in organizations.
Content Outline	<ol style="list-style-type: none"> a. Meaning of Business Compliance b. Importance of Compliance in Business c. Key Areas of Compliance: Legal, Financial, Ethical d. Benefits of Compliance for Businesses e. Basic Compliance Frameworks
Module 2 (Credit 1) :	Legal Framework for Business Compliance
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand basic business laws and their significance for businesses. 2. Identify the role of regulatory bodies in enforcing compliance.
Content Outline	<ol style="list-style-type: none"> 1. Overview of Key Business Laws: <ol style="list-style-type: none"> 2. Companies Act, 2013 3. Indian Contract Act, 1872 4. Consumer Protection Act, 2019 2.5 Role of Regulatory Bodies: SEBI, RBI, Ministry of Corporate Affairs 2.6 Importance of Legal Compliance

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. "Business Law and Business Ethics" 2015, M. C. Kuchhal and Vivek Kuchhal Publisher: Vikas Publishing House.
2. "Business Law" 2018, N.D. Kapoor Publisher: Sultan Chand & Sons.
3. "Corporate Governance and Business Ethics" ,2019, A. C. Fernando Publisher: Pearson Education.
4. "Corporate Compliance and Ethics" 2017, S. S. K. Gupta Publisher: Sage Publications.
5. "The Handbook of Corporate Governance in India" 2018, Debashis Basu and Prithviraj Kothari Publisher: Tata McGraw-Hill Education.
6. "Business Laws for Management" 2017, P.K. Goel Publisher: Vikas Publishing House.
7. "Legal Aspects of Business" 2018, Akhileshwar Pathak Publisher: McGraw Hill Education India.
8. "Corporate and Commercial Laws" 2015, Avtar Singh. Publisher: Eastern Book Company.
9. "Consumer Protection Law in India" 2016, Dr. S. S. Srivastava Publisher: Universal Law Publishing.
10. "Indian Contract Act, 1872" 2016,R.K. Bangia Publisher: Allahabad Law Agency.
11. "Companies Act 2013" by N.K. Jain Publisher: Bharat Law House.
12. "Securities Laws and Business Compliance" 2015 M.R. Sivaraman Publisher: LexisNexis India.

Course Title	Techniques of Advertising
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the key components and frameworks involved in planning successful advertising campaigns. 2. Develop effective advertising strategies tailored to specific audiences and marketing objectives. 3. Select appropriate media channels and allocate budgets efficiently for campaign execution. 4. Implement and manage advertising campaigns to achieve desired outcomes. 5. Analyze and evaluate the effectiveness of advertising campaigns using performance metrics and apply insights for continuous improvement.
Module 1 (Credit 1)	Planning Advertising Campaigns
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the principles of planning advertising campaigns, including setting objectives, defining target audiences, and allocating resources effectively. 2. Develop, execute, and evaluate advertising strategies to achieve campaign goals and optimize performance.
Content Outline	<ol style="list-style-type: none"> 1. Advertising Campaign: Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model 2. Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs 3. Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies
Module 2 (Credit 1)	Execution and Evaluation of Advertising
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Implement advertising strategies effectively, ensuring alignment with campaign objectives and target audience needs. • Analyze and evaluate the performance of advertising campaigns using key metrics to optimize outcomes and inform future strategies.

Content Outline	2.1 Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization <ol style="list-style-type: none"> 1. Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP) 2. Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. Batra, R., Myers, J. G., & Aaker, D. A. (2018). *Advertising management* (5th ed.). Pearson Education.
2. Bullmore, J. J. D., & Waterson, M. J. (2020). *The advertising association handbook*. Holt Rinehart & Winston.
3. Gupta, R. (2015). *Advertising principles and practice*. S. Chand Publishing.
4. Moriarty, S., Mitchell, N. D., & Wells, W. D. (2016). *Advertising* (10th ed.). Pearson.

Course Title	Export Marketing Strategies and Procedures
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Acquaint the students about the knowledge of export pricing strategies and Export pricing quotations. • Enable to understand various Export incentives available Indian Exporter. • Equip the students about the knowledge of procedure involved in the export marketing. • Identify and understand various documents used in export trade. • Understand export financing Institutions and methods of financing export trade.
Module 1 (Credit 1)	Export Pricing & Export Finance
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • learn about various export pricing strategies and export pricing quotations • Understand methods of export financing and various export financing institutions to promote export • Identify and understand factors determining export pricing
Content Outline	<ol style="list-style-type: none"> 1. Various Export Pricing Strategies 2. Factors Determining Export Pricing 3. Various Export Pricing Quotations 4. Pre-shipment and Post- Shipment finance 5. Export financing Institutions and Letter of Credit
Module 2 (Credit 1):	Export Procedure & Export documents
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand Pre-Shipment & Post-Shipment Procedure involved in Export Marketing 2. Gain knowledge about various documents used in export trade 3. Identify and understand financial incentives and schemes available to Indian Exporters
Content Outline	<ol style="list-style-type: none"> 1. Pre-Shipment and Post-shipment Export Procedure 2. Quality control and Pre-Shipment export procedures 3. Various export documents used in Export Trade 4. Financial Incentives & assistance available to Indian Exporter. <p>2.5 Institutional assistance to Indians Exporters</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. Export management, 2015, by Balagopal, T.A.S. (Himalaya publishing house)
2. Export Import Procedure & Documentation. 2018,N.G. Kale (Vipul prakashan)
3. Export Marketing. Vaz,2015, Michael. (Madan Prakashan)
4. International Trade Policy. 2016, Robertson, David (McMilan publication)
5. International Trade theory & practice. 2019, P.N. Roy. (Wiley Eastern Lt.)
6. International Trade & export management. 2016, Cherunilam Frances (Himalaya publishing House)
7. Export Marketing. 2019, Rathar. (Himalaya Publishing House)

Course Title	Industrial Psychology - Workplace Behavior
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand the nature and functions of groups in organizations
	2. Compare and contrast groups and teams at workplace
	3. Identify various dimensions of organizational communication
	4. Examine the conflict process and its resolution within organizations
Module 1 (Credit 1) - Foundations of Group Behavior	
Learning Outcomes	After learning the module, learners will be able to
	1. Define groups and outline stages of group development
	2. Develop various types of teams at the workplace
Content Outline	<ol style="list-style-type: none"> 1. Defining and classifying groups 2. Stages of Group development 3. Difference between Groups and teams 4. Types of Team
Module 2 (Credit 1) - Communication in Organizations	
Learning Outcomes	After learning the module, learners will be able to
	1. Facilitate the process of communication within organizations
	2. Utilize various negotiation strategies to manage organizational conflicts
Content Outline	<ol style="list-style-type: none"> 1. Functions and Direction of communication 2. Barriers to effective communication 3. Conflict Process 2.4 Negotiation Strategies

Internal exam-NIL

External Exam-50 Marks

References:

1. Robbins, S.P, and Judge, T.A. (2016). Organizational Behavior, 17th Edition. Pearson Prentice Hall, New Delhi. India

2. Additional Texts:

3. Butler, M and Rose, E (2011) Introduction to Organisational Behaviour. Jaico Publishing House, Mumbai. Clegg, S., Korberger, M and Pitsis, T (2012) Managing and Organizations: An Introduction to Theory and Practice. Sage Publications, New Delhi.
4. Cooper, C.L (2011) Organizational Health and Wellbeing. Vol 1, 2, 3. Sage Publications, New Delhi
5. Muchinsky, P. (8th Edition). Psychology Applied to Work.
6. Robbins, S., Judge, T. & Sanghi, S. (2009). Organizational Behavior (13th Ed). Pearson Prentice Hall.
7. Luthans, F. (2008). Organizational Behavior (11th Ed). Mc Graw Hill International Edition. ISBN: 978-007-125930-9. Singapore.
8. Singh, K. (2015). Organizational Behavior. Texts and Cases (3rd Ed). Vikas Publishing House Pvt. Ltd. New Delhi

Course Title	Marketing Research
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ul style="list-style-type: none"> • Understand and analyze the Concept & Process of Marketing Research, types • Analyze types of Marketing Research, Methods of Data collections • Know the Difference between Marketing Research & Market Research. • Familiarize with the Tools & Techniques of Marketing Research
Module 1 (Credit 1)	Overview of Marketing Research
Content Outline	<ul style="list-style-type: none"> • Marketing Research-Meaning & Definition, feature, types and process of Marketing Research, • Qualities of a Good Researcher and Ethics in Research. • Methods of Data collection- Primary Data & Secondary Data & its sources. • Research Design-Concept, Features, process and contents of Research Design
Module 2 (Credit 1)	Techniques of Marketing Research
Learning Outcomes	After learning the module, learners will be able to <ul style="list-style-type: none"> • Create Sample Design-Methods of sampling, care to be taken while designing sample, • Evaluate Hypothesis & its Types. • Understand the Analysis and Interpretation of Data. • Statistical Tools & Techniques used in Marketing Research. • Drafting Research Report-Contents. • Understanding Sample Design and its Methods & selecting correct sample.
Content Outline	2.1 Sample Design-Methods of sampling, care to be taken while designing sample, <ol style="list-style-type: none"> 1. Hypothesis-Concept & Types of Hypotheses. 2. Analysis and Interpretation of Data & Statistical Tools & Techniques used in Marketing Research. 3. Drafting Research Report-Contents of Research Report.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL Marks

External – 50-Marks

References:

9. Beri G. C. (2024). Marketing Research, Tata McGraw Hill, New Delhi.
10. The Essence of Marketing Research, Prentice Hall, New Delhi.
11. Richard D. Irwin, Boston Chisnall, Peter M. (2015). Marketing Research: Text and Cases.
12. Ranganatham M. & Krishnaswam O.R. (2016). Marketing Research, Himalaya Publishing House.
13. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing Management.

Pearson.

14. Philip Kotler, Principles of Marketing Management, 2020 (19th Edition), Pearson.

Course Title	Techniques of Sampling and Hypothesis Testing
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand and recognize sampling methods 2. Estimate population parameters and apply large and small sample test 3. Prepare control charts and solve problems using control charts
Module 1 (Credit 1)	Sampling
Learning Outcomes	After learning the module, learners will be able to
	1. Familiarize with the concept of sampling. 2. Have deep knowledge of different types of sampling.
Content Outline	1. Sampling: Sampling Concepts, Sampling Distributions 2. Estimation Populations and samples, Parameters and Statistics, Sampling methods including Simple Random sampling, Stratified sampling, Systematic sampling, Judgment sampling and Convenience sampling.
Module 2 (Credit 1)	Hypothesis Testing and Estimation
Learning Outcomes	After learning the module, learners will be able to
	1. Estimate population parameters 2. Apply large and small sample tests to analyze the collected data.
Content Outline	1. Hypothesis Testing and Estimation: Tests concerning means and proportions (one and two samples; t test

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL Marks

External – 50-Marks

References:

1. Statistical techniques by S.P. Gupta

Course Title	Co-operative Management Mechanism
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ol style="list-style-type: none"> 1. Analyze the functioning and contribution of different types of co-operatives in Maharashtra. 2. Examine the role of institutions like RBI, NABARD, and SBI in promoting co-operation. 3. Evaluate the administrative and auditing frameworks of co-operatives and identify their challenges. 4. Assess the progress of the co-operative movement in India post-independence and suggest measures for improvement.
Module 1 (Credit 1)	Special Study of Some Co-operatives in Maharashtra
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 5. Describe the working mechanisms of various co-operatives in Maharashtra. 6. Analyze the socio-economic impact of these co-operatives on rural and urban communities. 7. Identify challenges and suggest solutions for better performance of these co-operatives. 8. Discuss the roles of RBI, NABARD, and SBI in supporting co-operatives.
Content Outline	<ol style="list-style-type: none"> 1. Cotton Co-operatives. 2. Dairy Co-operatives. 3. Sugar Co-operatives. 4. Role of RBI & NABARD in financing co-operatives.
Module 2 (Credit 1)	Co-operative Administration and Audit
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Understand the objectives and types of co-operative audits. 2. Identify common defects in co-operative administration and suggest remedies. 3. Explain the roles and responsibilities of the registrar in co-operatives. 4. Assess the growth of co-operatives in India since independence.

Content Outline	<ol style="list-style-type: none"> 1. Objectives, types, defects, and remedies of co-operative audits. 2. Kinds of audits. 3. Powers, functions, and responsibilities of the registrar. 4. Supervision, inspection, and guidance of co-operatives. <p>2.5 Progress of the co-operative movement in India post-independence.</p>
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. Co-op Marketing of Fruits & Vegetables In India: K. V. Subramanyam Principal Scientist, T. M. Gajanan science Bangalore, Concept Publishers, New Delhi - 110059
2. Co-op Marketing in India and Abroad: L. P. Singh, Himalaya Publicity House, New Delhi.
3. Co-operative Perspective Latest Issues: Vainkunth Mehta Co-op. Management Institute, Pune-7
4. Indian Agriculture & Agri-Business Management: Dr. Smita Diwase, Scientific Publishers, India
5. Agri. Marketing: Swalia Bihari Verma, Scientific Publishers India, 5A New Pali Road Jodhpur-342001
6. Mathur G. R.: Co-operatives In India
7. Kulkarni K. R.: Theory & Practice of Co-operation in India, Volume I&II.
8. Hajela T. N.: Principles & Problems of Co-operation.
9. Sharada V.: The Theory of Co-operation

Course Title	Investment & Risk Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to -</p> <ol style="list-style-type: none"> 1. Understand and apply key concepts in fixed income securities such as bond pricing, YTM, duration, and convexity for effective investment and risk management. 2. Utilize derivatives (forwards, futures, options, swaps) for managing risks related to interest rates, currency, and market fluctuations.
Module 1 (Credit 1) - Investment in Fixed Income Securities	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand investment objectives and types of fixed income securities, including government and corporate bonds. 2. Explain key bond concepts such as coupon rate, yield to maturity (YTM), and bond pricing. 3. Calculate clean and dirty prices and perform yield calculations for bonds. 4. Analyze interest rate risk using duration and convexity as risk measures in bond investments.
Content Outline	<ol style="list-style-type: none"> 1. Objectives of investments, 2. Types of investments, 3. Coupon and YTM concepts, 4. Bond market basics, bond pricing and yield calculation, clean and dirty price, interest rate risk measures like Duration and Convexity
Module 2 (Credit 1) - Risk Management through Derivatives	
Learning Outcomes	<p>After learning the module, learners will be able to -</p> <ol style="list-style-type: none"> 1. Understand the nature and fundamentals of derivatives, including their types and how they function in financial markets. 2. Explain and differentiate between various derivatives, such as forwards, currency futures, options, and interest rate swaps. 3. Demonstrate an understanding of margin requirements in derivative transactions and their role in managing risk. 4. Apply interest rate swaps and forward rate agreements (FRAs) for hedging interest rate risks and managing financial exposure.
Content Outline	<p>2.1 Derivative: Nature, types, fundamentals, forwards, currency futures and options,</p> <ol style="list-style-type: none"> 1. Interest rate swaps and futures, 2. Concept of margins, 3. Interest rate swaps and FRAs

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. Bragg, S. M. (n.d.). *Treasury management: The practitioner's guide*.
2. Chance, D. M. (n.d.). *Introduction to derivatives & risk management*. Cengage Learning.
3. Gupta, R. K. (n.d.). *Treasury management in India*.
4. Hong Kong Institute of Bankers (HKIB). (n.d.). *Corporate treasury management*.

5. Kotreshwar, G. (n.d.). *Risk management: Insurance & derivatives* (2nd ed.). Himalaya Publishing.
6. Myint, S., & Famery, F. (n.d.). *The handbook of corporate financial risk management*.

Course Title	Foundations of Capitalism, Socialism, and Mixed Economies
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ol style="list-style-type: none"> 1. Understand and analyze different economic systems (Capitalism, Socialism, and Mixed Economy) and their evolution. 2. Evaluate government roles, market mechanisms, and incentives in various economic systems. 3. Assess the efficiency and effectiveness of economic systems in achieving economic growth and social welfare. 4. Analyze the impact of globalization, liberalization, and privatization on economic systems, especially in India. 5. Compare and contrast the advantages and disadvantages of Capitalism, Socialism, and the Mixed Economy.
Module 1(Credit 1) Capitalism and Socialism	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 6. Explain the meaning, definition, and features of Capitalism and Socialism. 7. Analyze the institutional framework of Capitalism, including the roles of government, competition, profit motive, and consumer sovereignty. 8. Define central planning, discuss its rationale, and evaluate its criticisms, particularly in the USSR and China. 9. Compare the merits and demerits of Capitalism and Socialism in terms of economic growth, efficiency, and social justice.
Content Outline	<ul style="list-style-type: none"> ○ Capitalism-, meaning & definition, Features of Capitalism ○ Socialism-meaning & definition, Features of Socialism ○ The institutional framework of capitalism-- the role of government, the role of competition and market mechanism, the role of the profit motive, the role of consumer's sovereignty ○ Central Planning – definition, the rationale for central planning, and criticism of central planning regarding socialist countries like the USSR and China ○ Merits and demerits -Capitalism and Socialism
Module 2(Credit 1) Mixed Economy	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 10. Identify the key features of the Mixed Economy and how it combines aspects of Capitalism and Socialism. 11. Examine the role of the public and private sectors, with a

	<p>focus on India.</p> <p>12. Analyze the impact of Liberalization, Privatization, and Globalization, (LPG) on the Indian economy.</p> <p>13. Assess the merits and demerits of the Mixed Economy in achieving economic stability and development.</p>
Content Outline	<ul style="list-style-type: none"> ○ Mixed Economy-Evolution, meaning & definition, ○ Features of Mixed Economy ○ Role of Public Sector and Private Sector with special reference to India, Globalization, Liberalization, and Privatization with special reference to India ○ Merits and Demerits of Mixed Economy

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

14. Smith, A. (1776). An Inquiry into the Nature and Causes of the Wealth of Nations. W. Strahan and T. Cadell.
15. Marx, K., & Engels, F. (1848). The Communist Manifesto.
16. Friedman, M. (1962). Capitalism and Freedom. University of Chicago Press.
17. Schumpeter, J. A. (1942). Capitalism, Socialism, and Democracy. Harper & Brothers.
18. Sen, A. (1999). Development as Freedom. Oxford University Press.
19. Stiglitz, J. E. (2015). The Price of Inequality: How Today's Divided Society Endangers Our Future. W.W. Norton & Company.
20. Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.
21. Krueger, A. O. (2002). Economic Policy Reforms and the Indian Economy. University of Chicago Press.
22. Stiglitz, J. E. (2002). Globalization and Its Discontents. W.W. Norton & Company.
23. Government of India (1991). New Economic Policy (Liberalization, Privatization, and Globalization Reforms). Ministry of Finance.

Course Title	Budgetary Control and Recent Trends in Business Accounting
Course Credits	2
Course Outcomes	After going through the course, learners will be able to 2) Familiarize students with the basics of budgetary control- Cash Budget 3) Gain insights about the recent trends in Accounting.
Module 1 (Credit 1)	Budgetary Control - Cash Budget
Learning Outcomes	After learning the module, learners will be able to 1. Understand the Concept of Cash Budget and its importance 2. Develop the Budgeting skills and enhance the financial decision making skills
Content Outline	Theory: 1. Objectives of Budgetary Control, 2. Types of Budgetary Control, 3. Objectives, Advantages and limitations of Cash budget Problems on : Cash Budget
Module 2 (Credit 1)	Recent Trends in Accounting
Learning Outcomes	After learning the module, learners will be able to 1. Familiarize with the developments and recent trends in accounting 2. Have knowledge of the concept of Brand Accounting and Royalties Accounting and Cloud Accounting
Content Outline	Theory: 1. Introduction to Brand Accounting, 2. Methods and Applications in Brand Accounting. 3. Introduction to Royalties Accounting, 4. Meaning and Types of Royalties Accounting. 5. Introduction to Cloud Accounting, Features 2.6 Cloud Accounting vs. Traditional Accounting Software.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

1. Ainapure. (2023). *Advance accounting*. Manan Prakashan.
2. Choudhary. (2023). *Corporate accounting*. Sheth Publishers.
3. Gupta, R. L. (2023). *Advance accountancy*. Sultan Chand & Sons.
4. Kishnadwala. (2022). *Financial accountancy & management*. Vipul Prakashan.

5. Shukla, M. C., & Grewal, T. S. (2023). *Advance accountancy*. S. Chand & Co.

Course Title	Business Communication Skills
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Draft sales letters, advertisements, press releases, reports, and covering letters. 2. Draft job applications, CVs (one-page CV and detailed CV) 3. Draft offer letters, acceptance letters, rejections, and resignations. 4. Prepare for job interviews.
Module 1 (Credit 1) Reports.	Writing Sales Letters, Advertisements, Press Releases and
Learning Outcomes	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Draft Sales Letters and Advertisements. 2. Write press releases and covering letters. 3. Learn how to write different kinds of reports.
Content Outline	<ol style="list-style-type: none"> 1. Preparing Sales Letters and Advertisements- Theory and Practice. 2. Press Release and Covering Letters. 3. Report Writing.
Module 2 (Credit 1)	Job Applications, CVs and Job Interviews
Learning Outcomes	After learning this module, learners will be able to <ul style="list-style-type: none"> • Draft job applications, CVs (one page as well as a detailed one) • Draft letters - offers, acceptance, rejections, and resignations. • Appear confidently for job interviews.
Content Outline	<ul style="list-style-type: none"> ○ Job Application and Curriculum Vitae ○ Offer Letters, Acceptance Letters and Resignation Letters. <p>2.3 Preparing for Job Interviews, Do's and Don'ts of job interviews.</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) :

Internal – NIL

External –50- Marks

References:

1. Chaturvedi, P. D., & Chaturvedi, M. (2012). *Business communication (For F.Y.B.Com Mumbai University)*. Dorling Kindersley (India) Pvt. Ltd.
2. Doctor, R. A., & Doctor, A. (2011). *Business communication (F.Y.B.Com Sem-2)*. Sheth Publishers.
3. Gupta, S. C. (2016). *A handbook of letter writing*. Arihant Publications.
4. Kennedy, M. (2014). *Beginner's guide to writing powerful press releases: Secrets the pros use to command media attention*. Createspace Independent Publishing.

5. Mulgaonkar, S. D., & Waradkar, V. G. (1997). *Business communication*. Manan Prakashan.
6. Rai, U. (2014). *Business communication*. Himalaya Publishing House.
7. Rayudu, C. S. (2010). *Communication*. Himalaya Publishing House.

Course Title	Writing in English for Corporate Communication (for the English medium students)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to :
	1. Handle internal communication such as documenting meetings, drafting circulars, newsletters, announcements, and representations from employees.
	2. Make advertisements for newspapers and other print media.
	3. Create brochures and flyers for marketing brands.
	4. Compile a set of slides for making presentations and pitch deck.
Module 1 (Credit 1) - Internal Communication	
Learning Outcomes	After learning the module, learners will be able to:
	1. Draft notices, agenda and minutes of meetings.
	2. Prepare circulars, announcements and newsletters.
	3. Draft letters of representations, regrets, appreciations, memos, gratitude, and others.
Content Outline	1. Documenting meetings 2. Circulars (holidays, change in leadership, training programs etc.), announcements (bonuses, incentives, celebrations, commemoration etc.), and newsletters from organisations. 3. Two-Way communication between the employer and employee.
Module 2 (Credit 1) - Writing for Advertisements and Brand Marketing	
	After learning this module, learners will be able to

Learning Outcomes	1. Prepare advertisements and flyers.
	2. Making pitch decks and brochures.
Content Outline	2.1 Content for advertisements- heading, body, attractive captions etc.

	2.2 Slides for advertising and marketing a brand-making slides giving details of an organisation, its products or services, offers, features of products/services, social media links etc,
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Assignments/Activities towards Comprehensive Continuous Evaluation

(CCE):

External Evaluation

Q.1 Content for Advertisements for newspapers 1 /3 - 15 marks

Q.2. Making brochures or flyers for social media handles 1 /3 - 15 marks.

Q.3. Creating a pitch deck (at least 6 slides) ½ - 20 marks.

Bibliography

f. Carlton, Dixie Maria. *Advertising Branding and Marketing*. 2017.

g. Indeed Editorial Team. *How to Write an Effective Advertisement: A Complete Guide*. March 2025. Roman, Kenneth, and Joel Raphaelson. *Writing That Works*. Collins Reference, 2000.

h. Schwab, Victor. *How to Write a Good Advertisement*. Imusti, 2013.

i. Winterson, David. *Advertising and Corporate Communication*. Centrum Press, 2010.

Course Title	English Language Skills for Employability (for non-English medium students)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to :
	1.Comprehend and analyze texts related to the workplace.
	2.Demonstrate verbal, nonverbal and written communication skills with specific reference to workplace situations.
	3.Develop effective written communication in professional contexts..
	4.Demonstrate digital literacy and the ability to understand and use technology.
Module 1 (Credit 1) -	Reading and Comprehending Literary Texts
Learning Outcomes	After learning the module, learners will be able to:
	<p>8. Read and analyse literary pieces by relating to situations,characters in professional settings.</p> <p>9. Respond to comprehension based questions and short answer type analytical questions based on the texts</p>
Content Outline	<p>1.1 Poems</p> <p>10. "Goodbye Party for Miss Pushpa T.S". Nissim Ezekiel</p> <p>11. "The Railway Clerk" Nissim Ezekiel</p>

1.2 Short stories

12. "Forty Five a Month" by RK Narayan from *Malgudi days*

13. "Retrospective" by Githa Hariharan from *Imaging the Other*

Module 2 (Credit 1) - Functional English	
Learning Outcomes	After learning this module, learners will be able to
	14. Communicate clearly and effectively in a professional setting, using appropriate language and tone to convey messages, instructions, and ideas.
	2. Write clear, concise, and well-structured documents that are suitable in a workplace context
Content Outline	2.1 Developing Spoken Skills Simulated role play to be carried out in pairs or small groups in situations such as Job Interviews in different contexts, Congratulating colleagues, Farewell scenes, Openings of Meetings and giving the Vote of thanks
	2.2 Written Communication: Notice and Agenda, Minutes, Application letters and one page resumes, Brief messages in office situations (Examples-Short notes/email to the Department Head for leave, reaching late or leaving
	early, cancellation of meeting)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

External 50 marks

- | | |
|--|----------|
| 9. Unseen passage for Comprehension on related matter about professional situations- | 10 marks |
| 10. Short answers based on chosen texts (5*2) | 10 marks |
| 11. Notice, Agenda, and Minutes | 10 marks |
| 12. Application letter with Resume sent through email | 10 marks |
| 13. Short messages on different office situations | 10 marks |

Bibliography:

15. Dixson, Robert J. *Everyday Dialogues in English: A Revised Edition*. PHI Learning Private Limited, 2013.
16. Gangal, J. K. *A Practical Course in Effective English Speaking Skills*. PHI Learning Private Limited, 2014.
17. Hariharan, Githa. "Retrospective." *Imaging the Other*, edited by G. J. V. Prasad, Katha, 1999. Narayan, R. K. *Malgudi Days*. Indian Thought Publications, 2009.
18. Rai, Urmila, and S. M. Rai. *Business Communication*. Himalaya Publishing House, 2014.
19. Taylor, Shirley. *Model Business Letters, E-mails and Other Business Documents*. 6th ed., Pearson Education, 2004.

Course Title	ભારત, ભારતીયતા, ભારતીય સંસ્કૃતિ
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <p>*વિદ્યાર્થીની બહેનો ભારતની યુવાન પેઢી ભારત શું છે, ભારતીય એટલે કોણ, ભારતીયતા એટલે શું એ જાણે</p> <p>*ભારતીય સંવેદના, સંસ્કારો, માન્યતાઓ, પરંપરા, આદર્શો, મૂલ્યોનો પરિચય કેળવશે</p> <p>*ભારતીય સંસ્કૃતિ અને તેની વિશેષતા, ધર્મો, સાધના પ્રણાલી જાણશે</p> <p>*ભારતનું રાષ્ટ્ર બંધારણ, રાષ્ટ્ર ગીત વિશેષતા જાણશે</p> <p>*ભારતીય જીવન દ્રષ્ટિ, ભૌતિક, પ્રાકૃતિક, વૈચારિક અને સાંસ્કૃતિક સમૃદ્ધિ જાણી ગૌરવ અનુભવશે</p>
Module 1 (Credit 1)	ભારત, ભારતીયતા
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>ભારત શું છે? વિશે જાણશે</p> <p>ભારતીય આદર્શ, સંવેદના, સમસ્યા, આચાર, જીવનમૂલ્યો, જીવનદ્રષ્ટિ, પરંપરાઓ, ચેતના જાણવી</p> <p>● ભારતીય એટલે કોણ? વિશે જાણશે</p>
	ભારતીયતા એટલે શું? વિશે જાણશે

Content Outline	<ul style="list-style-type: none"> ● ભારતીય આદર્શ ● સંવેદના, સમસ્યા ● આચાર, જીવનમૂલ્યો, જીવનદ્રષ્ટિ,
Module 2 (Credit 1)	એકમ -2 ભારતીય સંસ્કૃતિ
Learning Outcomes	After learning the module, learners will be able to
	ભારતીય સંસ્કારો સમજશે ભારતીય સંસ્કૃતિ જાણશે ભારતીય પ્રજાનું રાષ્ટ્રીય ચારિત્ર્ય વિશે માહિતગાર થશે.
Content Outline	ધર્મો, સાધના, પુણ્યભૂમિ ભારત, સમૃદ્ધ ભારત, રાષ્ટ્ર બંધારણ, રાષ્ટ્ર ગીત, માનવજાતને ભારતીય પ્રજાનું યોગદાન જાણશે

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

મૂલ્યાંકન પદ્ધતિ -

- ★ 50 ગુણની (માસ્કર્સની) આંતરિક પરીક્ષા લેવાશે.
- ★ આંતરિક પરીક્ષામાં પાસ થવું અનિવાર્ય છે.

Activities :

ભારતીયતા એટલે વિવિધતા

ખાનપાન

પહેરવેશ

જીવનશૈલી પર પ્રોજેક્ટ વર્ક

ભારતની ઓળખ

તાજમહેલ

મીનાક્ષી મંદિર

કાશ્મીર પર અહેવાલ લખો

વિવિધ નૃત્યો પર ડોક્યુમેન્ટરી ગુજો અને લખો

વિવિધ ચિત્ર શૈલી વિશે જાણો અને અહેવાલ લખો

ભારત સ્વતંત્રતા યોગદાન આપનાર સૌ પુરુષ સ્ત્રીને જાણો

તહેવાર, ઉત્સવ, ગુઢી ગુઢી પ્રજા, વિવિધ બોલી, ભાષા વિશે સ્વપ્રક મુલાકાત લે

સંદર્ભ ગ્રંથો :

1. "ભારત: એક સંસ્કૃતિ, એક રાષ્ટ્ર" - ચંદ્રપ્રકાશ દિવેદી
2. "ભારતીય સંસ્કૃતિ" - રજનીકાંત શાસ્ત્રી
3. "સંસ્કૃતિના ઇતિહાસ" - રજનીકાંત શાસ્ત્રી
4. "ભારતીય સંસ્કૃતિનો મહિમા" - કનૈયાલાલ મુનશી
5. "ભારતીય સંસ્કૃતિ અને પરંપરાઓ" - જશવંત મહેતા
6. "ભારતનો સાંસ્કૃતિક વારસો" - શ્રીમન્નારાયણ
7. "હિન્દુ સંસ્કૃતિ અને ભારતીયતા" - પંડિત ઓમકારનાથ શર્મા (ગુજરાતી અનુવાદ)
8. "વેદ અને ઉપનિષદ: ભારતીય જીવનના આધારસ્તંભ" - સ્વામી સચ્ચિદાનંદ
9. "ભગવદ ગીતા: જીવનનો માર્ગ" - મોરારિબાપુ

Course Title	छन्दपरिचयः
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to:</p> <ol style="list-style-type: none"> 1. Define fundamental principles of 'Chhandas'. 2. Explain structure and its significance in Sanskrit poetry and Vedic literature. 3. Recognize different meters in Ramayana, Mahabharata, dramas and other 'Mahakavyas'. 4. Compare the traditional use of 'Chhandas' in ancient Sanskrit literature. 5. Develop their pronunciation, rhythmic and linguistic skills in Sanskrit verses.
Module 1 (Credit 1) छन्दशास्त्रस्य परिचयः	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ol style="list-style-type: none"> 1. Define different types of 'Chhandas' and their significance in Sanskrit literature. 2. Appraise fundamental elements of 'chhandas' and their unique rhythmic and phonetic structures.
Content Outline	<ol style="list-style-type: none"> 1. आचार्यपिङ्गलकृत छन्दशास्त्रस्य परिचयः 2. छन्दस्य प्रकाराः - वैदिक छन्दाः लौकिक छन्दाः वार्णिक छन्दाः मात्रिक छन्दाः 3. गण-परिचयः 4. लघुः 5. गुरुः 6. मात्रा 7. चतिः
Module 2 (Credit 1) लौकिक छन्दाः	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain role of Chhandas in enhancing the aesthetic beauty and meaning of verses. 2. Compare the variations in syllabic arrangement. 3. Develop the style of recitation and composition in Sanskrit.
Content Outline	<ol style="list-style-type: none"> 1. अनुष्टुप् 2. शालिनी 3. शार्दूलविक्रान्ति 4. मन्दाक्रान्ता 5. शिखरिणी 6. वंशस्पृ

	<ol style="list-style-type: none"> 7. वसन्ततिलका 8. हरिणी 9. मालिनी 10. द्रुतविलम्बितं
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

External Assessment Total: 50 Marks

References:

1. गौतम डॉ. कविता, 'छन्द विमर्श', युवराज पब्लिकेशन्स, आगरा-२, २०२०
2. खिस्ते पं श्री नारायणशास्त्री, 'छन्दःकौमुदी', चौखम्भा संस्कृत संस्थान, वाराणसी, २००८
3. तैलङ्ग पं श्री जगन्नाथशास्त्री, 'छन्दोऽलङ्कारमञ्जर', भारतीय विद्या प्रकाशन, वाराणसी, दिल्ली, २०११
4. रानी डॉ. सुमन, 'संस्कृत छन्द और संगीत', भारतीय बुक कॉरपोरेशन, दिल्ली, २०२१
5. पाठक आचार्य चितनारायण, 'श्रीमत्पिङ्गलाचार्यविरचित छन्दशास्त्रम्', चौखम्भा विद्याभवन, वाराणसी, २०१५
6. शास्त्री डॉ. राकेश, 'श्री भट्टकेश्वर विरचित वृत्तरत्नाकरः', चौखम्भा ऑरियन्टलिया, दिल्ली, २०१९.

Course Title पाठ्यक्रम शीर्षक	भारतीय महिलाओं का अनूदित कथा साहित्य
Course Credits पाठ्यक्रम श्रेयांक	2
Course Outcomes पाठ्यक्रम परिणाम	After going through the course, learners will be able to पाठ्यक्रम सीखने के उपरांत छात्राएँ सक्षम होंगी।
	1. छात्राएँ भारतीय साहित्य से अवगत होंगी।
	2. छात्राएँ भारतीय महिला कथा लेखन से परिचित होंगी।
	3. छात्राएँ भारतीय महिलाओं द्वारा लिखित और अनूदित कथा साहित्य की मौलिकता एवं महत्व को जानने में सक्षम होंगी।
	4. छात्राएँ स्त्री अस्मिता एवं जीवन मूल्यों से परिचित होंगी।
Module 1 (Credit 1)	
Learning Outcomes पाठ्यक्रम- अध्ययन के परिणाम	After learning the module, learners will be able to इस इकाई के अध्ययन के उपरांत छात्राएँ सक्षम हुईं :
	1. छात्राएँ भारतीय महिला कथा लेखन से परिचित हुईं।
	2. छात्राएँ बंगला, पंजाबी और उर्दू में लिखित कथा लेखन एवं लेखिकाओं के योगदान से अवगत हुईं।
Content Outline सामग्री की रूपरेखा	<ul style="list-style-type: none"> ● महाश्वेता देवी (बंगला)- द्रौपदी ● अमृता प्रीतम (पंजाबी)- शाह की कंजरी ● इस्मत चुगताई (उर्दू) – लिहाफ़
Module 2 (Credit 1)	
Learning Outcomes पाठ्यक्रम- अध्ययन	After learning the module, learners will be able to इस इकाई के अध्ययन के उपरांत छात्राएँ सक्षम हुईं :
	1. छात्राएँ भारतीय महिला कथा लेखन की मौलिकता एवं महत्व से परिचित हुईं।

के परिणाम	2. छात्राएँ मराठी, तेलुगु और असमिया में लिखित कथा लेखन एवं लेखिकाओं के योगदान से अवगत हुईं।
Content Outline सामग्री की रूपरेखा	<ul style="list-style-type: none"> ● उर्मिला पवार (मराठी) - कवच ● जूपक सुभद्रा (तेलुगु)- रायाक्का की जमीन ● इंदिरा गोस्वामी (असमिया)- वंशबेल

Assignments / Activities towards Comprehensive Continuous Evaluation (CCE)

निर्धारित पाठ्यक्रम के अनुसार : विश्वविद्यालय हिंदी विभाग अथवा महाविद्यालय के परीक्षा विभाग द्वारा सुनिश्चित टेस्ट, क्विज, क्विज, क्विज या मौखिकी/ प्रोजेक्ट/ सेमिनार/ महिला लेखन से संबंधित सिनेमा/नाटक या पुस्तक परीक्षण/ समकालीन महिला रचनाकारों से प्रभावली साक्षात्कार / महिला कहानीकारों की कहानियों का अनुवाद/ समकालीन महिला कहानीकारों पर एकाग्र आलेख/ महिला रचनाकारों की कहानियों पर तुलनात्मक अध्ययन/पुस्तक समीक्षा आदि के संबंध में अध्यापक के निर्देशानुसार सत्रानुरूप कार्य।

अ.क्र.	विवरण	अंक
1	अंतर्गत मूल्यांकन- विभागीय स्तर पर प्रश्नपत्र के अनुसार परीक्षा अथवा प्रत्यक्ष कार्य आधारित गतिविधि ली जाएगी.	15
2	मौखिकी/ प्रोजेक्ट/ सेमिनार/ महिला लेखन से संबंधित सिनेमा/नाटक या पुस्तक परीक्षण/ समकालीन भारतीय महिला रचनाकारों से प्रभावली-साक्षात्कार / महिला कहानीकारों की कहानियों का अनुवाद/ समकालीन महिला कहानीकारों पर एकाग्र आलेख/ महिला रचनाकारों की कहानियों पर तुलनात्मक अध्ययन/पुस्तक समीक्षा आदि के संबंध में अध्यापक के निर्देशानुसार सत्रानुरूप कार्य। (उक्त गतिविधियों में से तीन गतिविधियाँ आवश्यक हैं।)	35
	कुल	50
अंक		

संदर्भ ग्रंथ –

- 1) भारतीय साहित्य, डॉ. नगेन्द्र, प्रभात प्रकाशन प्रा. लि., 4/19, असफ अली रोड, नई दिल्ली-110002
- 2) भारतीय साहित्य की भूमिका, रामविलास शर्मा, राजकमल प्रकाशन, दरियागंज, नई दिल्ली-110002
- 3) लोकधर्मी साहित्य की दूसरी धारा, चौथीराम यादव, अनामिका पब्लिशर्स एंड डिस्ट्रीब्यूटर्स, प्रा. लि., नई दिल्ली-110002
- 4) भारतीय साहित्य, संकलन- डॉ. आर. आई शांति एवं डॉ. प्रकाश ए., वाणी प्रकाशन, दरियागंज, नई दिल्ली—110002
- 5) तुलनात्मक साहित्य: भारतीय परिप्रेक्ष्य, इन्द्रनाथ चौधरी, वाणी प्रकाशन, दरियागंज, नई दिल्ली—110002
- 6) भारतीय कहानी, संपा.- जगदीश चतुर्वेदी, केन्द्रीय हिंदी निदेशालय, दिल्ली.
- 7) भारतीय साहित्य की पहचान, डॉ. सियाराम तिवारी, वाणी प्रकाशन, दरियागंज, नई दिल्ली—110002
- 8) भारतीय साहित्य अध्ययन की नई दिशाएँ, डॉ. प्रदीप श्रीधर, तक्षशिला प्रकाशन, हिंदी पार्क, , दरियागंज, नई दिल्ली—110002
- 9) भारतीय साहित्य, प्रतिभा मुदलियार, अमन प्रकाशन, कानपुर
- 10) समकालीन भारतीय साहित्य, त्रैमासिक पत्रिका, साहित्य अकादेमी, नई दिल्ली.

Course Title	शब्दांकन
Course Credits	2 श्रेयांक
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. विद्यार्थ्यांना मुलाखतीच्या तंत्राचा परिचय होईल 2. मुलाखतीच्या पूर्वतयारीची विद्यार्थ्यांना माहिती होईल 3. विद्यार्थ्यांना शब्दांकनाची संकल्पना स्पष्ट होईल 4. शब्दांकन करण्यासाठी आवश्यक कौशल्ये विद्यार्थ्यांना अवगत होतील 5. विद्यार्थ्यांना प्रत्यक्ष शब्दांकन करता येईल. 6. शोध ग्रामीण आरोग्याचा – डॉ. हिंमतराव बावस्कर 7. शब्दांकन – सुमेध वडावाला या पुस्तकातील प्रमुख आशयसूत्रांचा विद्यार्थ्यांना परिचय होईल. 8. या पुस्तकातील शब्दांकनाचे स्वरूप समजून घेतील
Module 1(Credit 1)- मुलाखतीचे तंत्र	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. विद्यार्थ्यांना मुलाखतीच्या तंत्राचा परिचय होईल 2. मुलाखतीच्या पूर्वतयारीची विद्यार्थ्यांना माहिती होईल 3. विद्यार्थ्यांना शब्दांकनाची संकल्पना स्पष्ट होईल 4. शब्दांकन करण्यासाठी आवश्यक कौशल्यांचे विद्यार्थ्यांना ज्ञान होईल. 5. विद्यार्थ्यांना प्रत्यक्ष शब्दांकन करता येईल.

Content Outline	मुलाखतीची पूर्वतयारी आणि तंत्र परिचय शब्दांकन संकल्पना स्वरूप आणि परिचय मराठीतील सुप्रसिद्ध शब्दांकनांचा आढावा
Module 2 (Credit 1)- शब्दांकनाचे उपयोग	
Learning Outcomes	After learning the module, learners will be able to 1. शोध ग्रामीण आरोग्याचा – डॉ. हिंमतराव बावस्कर शब्दांकन – सुमेध वडावाला या पुस्तकातील प्रमुख आशयसूत्रांचा विद्यार्थ्यांना परिचय होईल. 2. पुस्तकातील शब्दांकनाच्या स्वरूपाचे विद्यार्थ्यांना आकलन होईल. 3. पुस्तकातील भाषाशैलीचे विशेष विद्यार्थी समजून घेतील. 4. शब्दांकन कर्त्याचे व्यक्तिमत्व आणि त्याचा पुस्तकावरील प्रभाव विद्यार्थी समजून घेतील
Content Outline	शोध ग्रामीण आरोग्याचा – डॉ. हिंमतराव बावस्कर शब्दांकन – सुमेध वडावाला या पुस्तकातील प्रमुख आशयसूत्रांचा परिचय या पुस्तकातील शब्दांकनाचे स्वरूप आणि भाषाशैली शब्दांकन कर्त्याचे अभिरुची आणि वाङ्मयीन संस्कार

1. मुलाखतीचे तंत्र या विषयावर टिपण लेखन आणि सादरीकरण.
2. शोध ग्रामीण आरोग्याचा या पुस्तकाचे अभिवाचन

संदर्भ सूची

- 1) शब्दांकन, शब्दरुची, ऑगस्ट 2018
- 2) व्यावहारिक मराठी, ल. रा. नसिराबादकर, भाषाविकास संशोधन संस्था, कोल्हापूर, 2023
- 3) शोध ग्रामीण आरोग्याचा – डॉ. हिंमतराव बावस्कर शब्दांकन – सुमेध वडावाला, राजहंस प्रकाशन, पुणे
- 4) शब्दांकित, नितीन दत्तात्रय आरेकर, डिंपल पब्लिकेशन्स, मुंबई 2022
- 5) मास्तरांची सावली, शब्दांकन नेहा सावंत डिंपल पब्लिकेशन्स, मुंबई 2014
- 6) आम्हीही इतिहास घडवला, उर्मिला पवार, मीनाक्षी मून, सुगावा प्रकाशन, 1981
- 7) पोलादी बाया, दीपा पवार, हरिती प्रकाशन, पुणे

Course Title	Sociology of Disaster Management
Course Credits	2
	After going through the course , learner will be able to
Course Outcomes	1.Understand the concept of disaster.
	2. Identify and describe the types and causes of disaster management.
	3. Examine the concept of disaster management.
	4. Evaluate the role of Govt. and NGO's in disaster management from a sociological perspective.
Module 1 (Credit 1) Concept of Disaster	
	After Learning the module learner will be able to
Learning Outcomes	1. Explain the concept of disaster management from a sociological perspective.
	2. Identify and describe the types and causes of disaster management.
Content Outline	<ol style="list-style-type: none"> 1. Definition and nature of disaster 2. Types and causes <ol style="list-style-type: none"> 1. Natural disaster: Famines, floods, earthquake 2. Man-made disaster: war, industrial and communal
Module 2 (Credit 1): Disaster Management	
	After Learning the module learner will be able to
Learning Outcomes	1.Explain the role of government in disaster management and policy-making.
	2. Analyze the role of community-based organizations in disaster management.
Content Outline	<ol style="list-style-type: none"> 3. Concept of Disaster management 4. Role of government in disaster management 5. Role of NGOs in disaster management

External Assessment: There will be **No Internal** evaluation for this course

Reference:

1. Alexander, D. E. (2015): Disaster and Human Resilience. Routledge.

2. Bolin, R. C. (2007): Race, Class, Ethnicity, and Disaster Vulnerability. In H. Rodríguez, E. L. Quarantelli, & R. R. Dynes (Eds.), Handbook of Disaster Research (pp. 113-129). Springer.
3. Cutter, S. L. (2014): The Social Roots of Risk: Producing Disasters, Promoting Resilience. Stanford University Press, California.
4. Enarson, E. (2012): Women and Girls Last? Averting the Second Disaster. In E. Enarson & P. G. Dhar Chakrabarti (Eds.), Women, Gender and Disaster: Global Issues and Initiatives (pp. 1-14). Sage Publications. New Delhi.
5. Tierney, K. J. (2014): The Social Roots of Risk: Producing Disasters, Promoting Resilience. Stanford University Press.

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- डॉ. गर्ग एच. एस. (२०१६) : आपदा प्रबन्धन, एस. बी. पी. डी. पब्लिकेशन, आग्रा.
- डॉ. जोशी, रतन. पर्यावरण, आपदा प्रबन्धन एवं जलवायू परिवर्तन एवं सांख्यिकीय तकनीकें, साहित्य भवन पब्लिकेशन, आग्रा.
- डॉ. शुक्ल, चन्द्र प्रकाश. आपदा प्रबन्धन, (२०१९) : आविष्कार पब्लिशर्स सर्सजयपूर.
- मिश्रा, शिवगोपाल. (२०१८) : आपदा प्रबन्धन, प्रभात पब्लिकेशन, न्यू दिल्ली.
- पठाण, इरफान. (२०१७) : आपदा प्रबंधन, एस.जी. पब्लिकेशन, जलंधार.

मराठी संदर्भ;

- डॉ. भोळे, रमेशडॉ. व्ही. पाटील, प्रतिभा. डॉ. जाधव, सहदेव एस. (२०२०) : आपत्ती व्यवस्थापन, अथर्व पब्लिकेशन्स,
- डॉ. भंगाळे, शैलजा. (२०२०) : आपत्ती व्यवस्थापन, प्रशांत पब्लिकेशन्स, जळगांव.
- चाकणे संजय व पठारे संभाजी (2007) : आपत्ती निवारण, डायमंड पब्लिकेशन्स, पुणे.
- चाकणे संजय व पठारे संभाजी (2012) : आपत्ती व्यवस्थापनाचे आव्हाने, डायमंड पब्लिकेशन्स, पुणे.
- गोडबोले व्ही. जे व मराठे प्र. प्र (2010), आपत्ती व्यवस्थापन, संकल्पना आणि कृती, डायमंड पब्लिकेशन्स, पुणे.
- खराटे संभाजी (2012) आपत्ती व्यवस्थापन, प्रतिमा प्रकाशन, पुणे.
- मराठे पी.पी (2007) कृतीबद्ध आपत्ती व्यवस्थापन, डायमंड पब्लिकेशन्स, पुणे.

Note: Any other text/Article suggested by the subject teacher

Course Title	Media Psychology
Course Credits	2 Credits
Course Outcomes	<p>After completing this course learners will be able to:</p> <ul style="list-style-type: none"> • Explain psychological theories related to media effects and consumption. • Analyze the cognitive, emotional, and behavioral impacts of media.
Module 1 (Credit 1) Title :- Introduction to Media Psychology	
Learning Outcomes	<p>After studying the module learners will be able to:</p> <ul style="list-style-type: none"> • Define media psychology and understand its scope. • Explain Theories of Media
Content Outline	<p>6. Definition, Scope and History of Media Psychology</p> <p>7. Media and Human Perception</p> <p>8. Theories of Media Effects</p> <p>9. The role of media in everyday life</p>
Module 2 (Credit 1) Title :- Cognitive and Emotional Effects of Media	
Learning Outcomes	<p>After studying the module learners will be able to:</p> <ul style="list-style-type: none"> • Explain Cognitive and Emotional Effects of Media and the impact of entertainment media on behavior. • Evaluate ethical concerns about psychological effects and explore the future implications of AI, VR, and the Metaverse in media psychology.
Content Outline	<p>22. 1 Cognitive and Emotional Effects of Media</p> <p>1. The influence of entertainment media on behavior and attitudes</p> <p>2. Ethical considerations in media production and consumption</p> <p>3. The future of media psychology: AI, VR, and the Metaverse</p>

Assignments:

Choose any two -

- Discussion on the Theories of Media Effects.
- Reels on Impact of entertainment media.
- Interview 2 people to learn about any Cognitive and Emotional Effects of Media on them.
- Group activity - Campaign on Ethical Consideration in Media Production.

References:

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Howard, P. N. (2023). *Lies, damned lies, and social media: Misinformation and democracy*. Oxford University Press.

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Nabi, R. L., & Oliver, M. B. (Eds.). (2020). *The SAGE handbook of media processes and effects*. SAGE Publications.

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Wilson, R. T. (2023). *Virtual reality, AI, and the metaverse: The future of media psychology*. MIT Press.

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धरुरकर, च. (2024). *अभिव्यक्तिस्वातंत्र्य – प्रसारमाध्यमे आणि कायदा*. अमेझॉन इंडिया

पवार, वि. (2023). *विदर्भ आणि मीडिया*. प्लिपकार्ट.

Course Title	Women and Political Participation in India
Course Credits	2
Course Outcomes	After going through the course, learners will be able:
	1. To understand key concepts, debates related with women political participation in India.
	2. To address the challenges faced by women in the political process in India.
	3. To evaluate the role of women at decision making positions in India.
Module 1 -	
Learning Outcomes	After learning the module, learners will be able:
	1.Understand the historical and contemporary context of women's political participation in India.
	2.Apply theoretical concepts to understand real world scenarios related to women's political participation.
	3.Examine role of women in electoral process in India.
Content Outline	<p>4. Political participation – meaning, levels, factors affecting women political participation, challenges, opportunities, women's political rights in India, Role of institutions in promoting women political participation</p> <p>5. Women political participation in Early India – factors, impact of women's organization and movement</p> <p>6. Women and elections - women and voting behavior, studies, comparative state studies, women and political parties – women wings, women in party bodies, women and representation – political families and women representations, independent contestations</p>
Module 2 - Women in Decision making	
Learning Outcomes	After learning the module learners will be able:

1.Understand the background factors supporting women to be in leadership postitions.
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	2.Explore strategies to promote women’s participation in decision making positions.
	3.Analyze challenges and opportunities faced by women in governance.
Content Outline	<p>7. Women at Local Self Governments, Impact of women reservation, challenges and opportunities, from presence to essence</p> <p>8. Women at State and union legislatures, Women in Parliamentary bodies committees, Women ministers, Women Presidents, Prime ministers, women reservation debate, women leadership</p> <p>9. Women in bureaucracy / administration – social profile, challenges and opportunities</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

- 23. Interviews of women political leaders
- 24. Interviews with women administrators
- 25. Article/book reviews
- 26. Election studies – study of women voters
- 27. Film screening discussions

Reference:

- 28. Bedi, T. (2016). The Dashing Ladies of Shiv Sena: Political Matronage in Urbanizing India. State University of New York Press.
- 29. Buch, N. (2013). From oppression to assertion: Women and Panchayats in India. Routledge.
- 30. Ghosh, R., & McLean, G. N. (2018). Indian Women in leadership. Springer.
- 31. Kalaramadam, S. (2016). Gender, Governance and empowerment in India. Routledge.
- 32. Kumar, P. (2015). Unveiling women’s leadership: Identity and meaning of leadership in India.

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- 33. Kumar, S. (2021). Women voters in Indian elections: Changing Trends and Emerging Patterns.

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34. Rai, S. M., & Spary, C. (2019). *Performing representation: Women Members in the Indian Parliament*. Oxford University Press, USA.

35. Rajput, P., & Thakkar, U. (2023). Women in state politics in India: Missing in the Corridors of Power. Taylor & Francis.
36. Shukla. (2007). Women Chief Ministers in contemporary India. APH Publishing.
37. Sinhā, N. (2000). Women in Indian politics: Empowerment of Women Through Political Participation. Gyan Books.
38. Tadros, M. (2014). Women in politics: Gender, Power and Development. Zed Books Ltd.
39. Upadhyay, L. (2023). women in indian politics. Abhishek Publications.

Course Title	Subaltern Movements in India
Course Credit	2
Course Outcomes	After going through the course, learners will be able to
	1. explore the concept of subalternity and its application in understanding history and society
	2. discuss the Concept and Theories of Subalternity
	3. examine the origin, development, and impact of subaltern movements in India.
	4. analyze the socio-Political Impact of Subaltern Movements
Module 1 (Credit 1):	Introduction to Subaltern Studies
Learning Outcomes	After learning the module, learners will be able to
	1. discuss the Concept of Subaltern
	2. examine the Emergence of Subaltern Studies
	3. analyze Ranajit Guha's Contributions
	4. assess the impact of Subaltern Movements on Society
Content Outline	40. Definition of Subaltern: Antonio Gramsci 41. Subaltern Studies in India: Ranajit Guha, Partha Chaterjee, Gayatri Spivak 42. Impact of Subaltern movements on society.
Module 2 (Credit 1):	Subaltern Movements in India
Learning Outcomes	After learning the module, learners will be able to

	1. identify key Movements and Their Characteristics
	2. examine the causes and features of significant Peasant Movements
	3. evaluate the impact of caste-based resistance movements
Content Outline	43. Tribal Uprisings: Halba Rebellion, Bhil Movement 44. Peasant and Labour Movements: Indigo Revolt, Bombay Textile Worker's Movement, 1982 45. Caste-Based Resistance: Satyashodhak Samaj Movement, Self-Respect Movement

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Activity	Marks
Research projects / Presentations on Subaltern Studies – Antonio Gramsci	10
Case studies & presentations on Indian Subaltern Historians	10
Interactive group discussion on causes and significance of tribal, peasant, and workers' movements	10
Assignments on caste-based resistance movements	10
Role play and video shooting on Ajmer Singh / Govind Guru / Vallabhbhai Patel / N. M. Joshi / Mahatma Phule / Periyar	10

References:

1. Ambedkar B.R., 1936. Annihilation of Caste.
2. Charlesworth, Neil, 1985. Peasants and Imperial Rule: Agricultural and Agrarian Society within Bombay Presidency 1850-1935, Cambridge.
3. Desai A.R. (ed), 1979. Peasant Struggle in India, New Delhi, Oxford University Press
4. Dhanagare D.N., 1983. Peasant movement in India – 1920-1950, Delhi, Oxford University Press.
5. Gail Omvedt, Dalits and the Democratic Revolution.

6. Grover Verinder (ed.), 1998. Bhimrao Raoji Ambedkar, New Delhi, Deep & Deep Publications.
7. Guha Ranajit, 1999. Elementary Aspects of Peasant Insurgency in Colonial India, Duke University Press
8. Jogadand P.G., 1991. Dalit movement in Maharashtra, Delhi, Kanak Publication.
9. K. Balagopal, Probing in the Political Economy of Agrarian Classes and Conflicts.
10. Keer Dhananjay, 1954. Dr. Ambedkar : Life and Mission, Mumbai, Popular Prakashan.
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12. Oomen T.K. Nation, 2004. Civil society and social movements: Essay in political sociology – New Delhi, Sega Publications.
13. Scott James C., Weapons of the Weak: Everyday Forms of Peasant Resistance.
14. Shah Ghanshyam, 1983. Social movement in Two Indian States, New Delhi, Ajanta.
15. Spivak Gayatri Chakravorty, Can the Subaltern Speak?
16. Sunthankar, B. R., 1988. Nineteenth Century History of Maharashtra 1818-1857, Bombay, Popular Book.
17. Sunthankar, B. R., 1993. Maharashtra 1858-1920, Bombay, Popular Book Depot.

Course Title	Travel Formalities
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Know the importance of travel formalities in international and domestic travel.
	2. identify and process essential travel documents such as passports, visas, and permits.
	3. comprehend various visa types, their application procedures, and immigration formalities.
	4. analyze foreign exchange regulations, customs policies, and airline regulations.
	5. identify the significance of travel insurance and its coverage.
Module 1 (Credit 1) : Documents for Travel Formalities	
Learning Outcomes	After learning the module, learners will be able to
	1. acknowledge the role and significance of travel formalities.
	2. identify and describe various travel documents required for international travel.
	3. differentiate between types of visas and their application processes.
	4. explain immigration formalities and their importance.
Content Outline	46. Concept and Importance of Travel Formalities 47. Documents: Passport, Visa, Permits and Travel Insurance 48. Visa Types and Procedures: Tourist Visa, Business Visa, Student Visa, Transit Visa, e- Visa, Visa on Arrival

	49. Immigration formalities
Module 2 (Credit 1) : Procedures and Regulations for Travel Formalities	
Learning Outcomes	After learning the module, learners will be able to
	1. discuss the regulations governing foreign exchange and currency transactions.
	50. identify customs regulations, duty-free allowances, and prohibited/restricted items.
	3. recognize the significance of travel insurance, its types, and coverage.
	4. know airline regulations related to baggage, security checks, and boarding procedures.
Content Outline	51. Foreign Exchange Regulations: Currency Exchange, Forex Cards, and Traveler's Cheques 52. Customs Regulations: Prohibited and Restricted Items, Duty-Free Allowances 53. Travel Insurance: Importance, Types, and Coverage 54. Airline Regulations: Baggage Rules, Security Checks, and Boarding Procedures

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Activity	Marks
Assignments on Concept and Importance of Travel Formalities	10
Case studies & presentations on procedures for preparation of documents	10

Projects/ Presentations on various Travel Documents	10
Group discussion and Presentations on Procedures and Regulations for Travel Formalities	10
Field visit to nearby Travel Company and Report writing	10

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9. शिंदे, प्रतीक., २०२२. साहसी पर्यटन आणि प्रवास योजना, नाशिक, सप्तसिंधू पब्लिकेशन्स.
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5. मिश्रा, संजय., २०१५. आधुनिक पर्यटन और यात्री सुरक्षा, नई दिल्ली, प्रभात प्रकाशन।

Course Title	Geography of Manmade Disaster
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. To classify causes of manmade disasters.
	2. To acquire knowledge of manmade disasters and their effects.
	3. To find ways to control and prevent manmade disasters.
Module 1(Credit 1):Introduction – Concept of Manmade Disasters	
Learning Outcomes	After learning the module, learners will be able to
	1. Analyze the concept, objectives, and significance of understanding manmade disasters.
	2. Identify and categorize types of manmade disasters caused by industrialization, urbanization, and socio-political-cultural factors.
Content Outline	<ul style="list-style-type: none"> • Introduction – Concept of Manmade Disasters • Objectives and significance • Types of Manmade Disasters <ul style="list-style-type: none"> • Manmade disasters caused due to industrialization • Manmade disasters caused due to urbanization • Manmade disasters caused due to social, political and cultural factors
Module 2(Credit 1): Man Made Disasters – causes effects & Control	
Learning Outcomes	After learning the module, learners will be able
	1.Analyze the causes, effects, and control measures for various types of manmade disasters, including fires, accidents, and industrial disasters.
	2. Examine case studies like Chernobyl, Fukushima, Bhopal Gas Tragedy, and Iraq War to understand the global impact of industrial and marine disasters.

Content Outline	<ul style="list-style-type: none"> • Man Made Disasters – causes effects & Control • Fire – Building Fire, Coal Fire, Forest Fire, Oil Fire • Accidents- Road, Rail, Air and Sea. • Industrial Disasters – Chernobyl- Russia, Fukushima - Japan, Bhopal Gas Tragedy- India. Iraq War and Marine Disasters
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References: -

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10. Devis Lee, 1994 : Encyclopedia of Manmade Catastrophes, headline U. K.
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17. Marne, P. P. (2020). Aapatti Vyavasthapan: Sankalpana Ani Kruti. Diamond Publications.
18. Bhangale, S. (2021). Aapatti Vyavasthapan. Prashant Publications.

Course Title	Economics of Insurance
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	69. Illustrate insurance sector and privatization of this sector.
	70. Describe the rules and regulations of insurance sector.
	71. Illustrate the IRDA as regulatory authority in insurance sector of India.
Module 1(Credit 1)	Introduction to Insurance
Learning Outcomes	After learning the module, learners will be able to
	1. Review the historical perspective of insurance in India.
	2. Appraise the types and principles of insurance.
Content Outline	1. Historical background of insurance in India. 2. Meaning and need for insurance. 3. Types of insurance. 4. Principles of insurance.
Module 2(Credit 1)	Regulatory framework of insurance Sector
Learning Outcomes	After learning the module, learners will be able to
	1. Illustrate the regulation of insurance through IRDA.
	2. Discuss FDI policy in insurance business of India and consumer's protection in this insurance business.
Content Outline	5. Privatization of Insurance Business. 6. FDI policy in insurance. 2.3. IRDA as regulatory body of insurance sector. 2.4 Consumers protection in insurance business.

Assignments/Activities towards Comprehensive Continuous

Evaluation (CCE): (No Internal Marks this paper)

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7. Bharati Pathak -24 April 2024 - Indian Financial System, Markets , Institutions and Services, 6th Edition. Pearson Publications,.
8. Hargovind Dayal -September 2017-The Fundamentals of Insurance: Theories, Principles and Practices by Notion Press Publication,
9. Maureen Burton- 2015An Introduction to Financial Market and Institutions, 2nd Edition, M.E. Sharpe Ink Publication
10. M.Y. Khan, McGraw- July 2019- Indian Financial System, 11th Edition, by Hill Publication
11. Peter Zweifel and Roland -2012-Insurance Economics, Eisen Springer Publication

code 40444222	Course Name Social Media Management (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to 72. Gain in-depth knowledge of social media platforms and their relevance in the fashion industry. 73. Plan and execute engaging content strategies for fashion brands. 74. Analyze performance metrics and apply tools for campaign optimization. 75. Create visual and written content suited for various social media formats		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Social Media Platforms & Content Creation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 76. Identify and compare key social media platforms used in fashion branding. 77. Create platform-specific visual and written content for audience engagement. 78. Use basic tools for designing, scheduling, and publishing posts.	79. Overview of Social Media Platforms – Instagram, Facebook, Pinterest, LinkedIn, TikTok, YouTube 80. Audience Behavior & Platform Algorithms 81. Brand Voice & Tone – Fashion Context 82. Content Types – Static posts, Reels, Stories, Carousels 83. Tools for Content Creation – Canva, Adobe Express, InShot 84. Post Scheduling Tools – Meta Business Suite, Buffer, Later	
Module 2	Campaign Planning, Analytics & Strategy		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 85. Plan and manage a basic digital campaign for a fashion product or event. 86. Interpret key metrics from social media insights and analytics.	14. Social Media Campaign Structure – Objectives, KPIs, Timeline 15. Campaign Themes – Product Launch, Fashion Week, Festive Collections 16. Influencer Marketing & Collaborations 17. Analytics Tools – Instagram Insights, Facebook Business Suite	

	Optimize content strategy based on performance data.	18. Key Metrics – Reach, Engagement, Impressions, Click-Through Rate 19. Strategy Refinement Based on Insights	
Assignments/ Activities towards CCE			
<p>Assignments 1 Title: <i>Social Media Grid for a Fashion Brand (7-Day Plan)</i> Task: Develop a 7-day content plan (with visuals and captions) for a fashion brand's Instagram page using Canva or equivalent tools. Include rationale for theme, target audience, and post frequency.</p> <p>Assignments 2 Title: <i>Mini Social Media Campaign Plan</i> Task: Design a 1-week campaign plan for a fashion event or product launch. Include post calendar, influencer collaboration ideas, budget estimate, and sample insights report. Objective: Evaluate ability to plan and measure a basic fashion-focused campaign using digital tools.</p>			

References:

87. **"Social Media Marketing All-in-One For Dummies"**
Authors: Michelle Krasniak, Jan Zimmerman, Deborah Ng, *Publisher:* Wiley
Publication Year: 2021
88. **"The Art of Social Media: Power Tips for Power Users"**
Authors: Guy Kawasaki, Peg Fitzpatrick, *Publisher:* Portfolio
Publication Year: 2014
89. **"Fashion Marketing and Communication in the Digital Age"**
Author: Olga Mitterfellner, *Publisher:* Routledge
Publication Year: 2022
90. **"Content Chemistry: The Illustrated Handbook for Content Marketing"**
Author: Andy Crestodina, *Publisher:* Orbit Media Studios, Inc.
Publication Year: 2020

code 40444223	Course Name Digital Marketing		Crs 02
Course Outcome	After going through the course, learners will be able to 91. Gain in-depth knowledge, core concepts and tools of digital marketing relevant to the fashion industry. 92. Plan and execute basic digital marketing campaigns. 93. Create ad content and SEO-friendly content tailored for fashion audiences. 94. Analyze campaign performance using digital metrics and tools.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Digital Marketing Foundations & Fashion Content Creation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 95. Gain knowledge of digital marketing ecosystem in the fashion context. 96. Create engaging, SEO-optimized content for websites and social platforms. 97. Learn how to use tools like Google Trends, Canva, and Meta Business Suite.	98. Introduction to Digital Marketing – Definition, Scope, Relevance to Fashion 99. Owned, Paid, and Earned Media Channels 100. Fashion-Focused SEO Basics – Keywords, Tags, Meta Descriptions 101. Content Types – Blogs, Social Media Posts, Videos, Ads 102. Visual Tools – Canva, Adobe Express for Fashion Creatives 103. Email Marketing Basics – Mailchimp, Newsletters for Brands 104.	
01Module 2	Campaign Planning, Paid Ads & Performance Analytics		01
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <p>20. Plan and execute a basic digital marketing campaign using Google and Meta platforms.</p> <p>21. Define budget allocation, audience targeting, and ad design.</p> <p>22. Analyze campaign performance using Google Analytics and Meta Insights.</p>	<p>105. Campaign Creation – Objective, Target Audience, Message</p> <p>106. Basics of Google Ads & Meta (Facebook + Instagram) Ads</p> <p>107. Budgeting & Bidding Basics for Fashion Ads</p> <p>108. Ad Design Principles – CTAs, Headlines, Aesthetics</p> <p>109. Introduction to Analytics – Google Analytics, Meta Insights</p> <p>110. Understanding KPIs – CTR, Engagement Rate, CPC, ROI</p> <p>111.</p>	
Assignments/ Activities towards CCE			
<p>Assignments 1 Title: Create a Digital Content Kit for a Fashion Brand Task: Develop an SEO-optimized blog post, 2 Instagram visuals, and a newsletter draft for a fictional or real fashion brand. Objective: Evaluate strategic thinking, content writing, and visual marketing skills.</p> <p>Assignments 2 Title: Design a Mini Paid Ad Campaign for a Fashion Product Task: Create a campaign proposal for a new fashion collection, including ad copy, visuals, target demographics, platforms, and a basic performance tracking plan. Objective: Assess campaign planning, strategic ad thinking, and analytical understanding.</p>			

References:

23. **"Digital Marketing for Dummies"**
Author: Ryan Deiss, Russ Henneberry, *Publisher:* Wiley, *Publication Year:* 2020
"Fashion Marketing"
Author: Tony Hines and Margaret Bruce, *Publisher:* Routledge, *Publication Year:* 2012
24. **"Digital Marketing Strategy: An Integrated Approach to Online Marketing"**
Author: Simon Kingsnorth, *Publisher:* Kogan Page, *Publication Year:* 2022
25. **"SEO 2023: Learn Search Engine Optimization"**
Author: Adam Clarke, *Publisher:* Independently Published, *Publication Year:* 2023

Course code 40444521	Course Name Jewelry Essentials (PR)		Crs 2
Course Outcome	After going through the course, learners will be able to 112. Analyze the different types of jewelry and their historical and cultural significance. 113. Analyze the jewelry making tools and materials safely and effectively. 114. Demonstrate fundamental techniques such as sawing, filing, soldering, and polishing. 115. Design original jewelry pieces using various materials.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Jewelry		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 116. Analyze significance of jewelry history, including its roles in religion, fashion, status, and adornment. Explore how historical jewelry styles and motifs continue to influence contemporary jewelry design 117. Develop observational skills for accurately depicting three-dimensional objects in drawings. 118. Explore motifs inspired by nature, geometry, culture, and historical references. 119. Demonstrate the skills in depicting surface textures, reflections, and highlights to enhance the realism of jewelry renderings.	<ul style="list-style-type: none"> • History of Indian and western jewelry • Basic line and object drawing • Motif Creation & design pattern using principles • Shading & Rendering • Design ring pendants, earring and necklace. 	
Module 2	Introduction of Tools, Vernier Caliper, Formulas & Practice		1
	Learning Outcomes	Module Content	
	<ul style="list-style-type: none"> • Describe common tools and equipment used in jewelry making, including hand tools, bench tools, and machinery • Demonstrate the skills for marking in jewelry making to achieve precise and accurate results. • Practice soldering exercises such as butt joints, T-joints, and lap joints to develop 	<ul style="list-style-type: none"> • Introduction to Tools, Safety Precautions & Workshop • Orientation of Vernier Caliper • Calculation of raising and lowering the karat • Introduction to melting 	

	<p>proficiency in soldering techniques</p> <ul style="list-style-type: none"> • Demonstrate proper handling and usage of tools, emphasizing safety practices such as wearing protective gear and handling tools with care. • Demonstrate proper techniques for using the Vernier caliper to measure dimensions of objects accurately. • Rise or lower the karat value on the properties and characteristics of the resulting alloy. • Define the Principles of melting metal and the different methods used in jewelry making, including torch melting, crucible melting, and casting. 		
Assignments/ Activities towards CCE			
<p>0. Rendering pearls, cabochons, and beads is an essential skill for jewelry designers. Assessment will focus on your ability to accurately depict these elements through drawing.</p> <p>1. The modern-day cuff bracelet is an open or closed rigid bracelet. On ones which are open, each end often has a ball so that the bracelet stays secure around your wrist. A totally closed bracelet can be snapped shut or you simply have to slide it onto your wrist.</p> <p>2. Draw different shapes with facets. A diamond cut is a style or faceting used when shaping a diamond Single & Double brilliant cut as well as fancy shaped diamonds. Study of More Information About Different Types of Gem Cuts and Shapes.</p>			

References:

Crowe, J. (2006). The jeweler's directory of gemstones: A complete guide to appraising and using precious stones from cut and color to shape and settings. Firefly Books.

"McCreight, T. (2010). *The complete metalsmith: An illustrated handbook* (20th anniversary ed.). Davis Publications.

Mentock, D. (2014). The jewelry maker's design book: An alchemy of objects.

Snyder, J. B. (2004). Art jewelry today. Schiffer Publishing.

Untracht, O. (1982). *Jewelry concepts & technology*. Doubleday, North Light Books.

Course code 40444511	Course Name Precious and Semi-Precious Stones (Pr)		Crs 2
Course Outcome	After going through the course, learners will be able to 123. Identify various types of gemstones and their characteristics 124. Learn basic terminology related to gemology, such as cut, color, clarity, and carat weight. 125. Demonstrate gemological tools and techniques to accurately assess and evaluate gemstones 126. Describe the different types of gem treatments and enhancements and their effects on gemstones.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Gemology & Instruments and their applications		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 127. Apply knowledge of gemstone properties to assess quality and authenticity 128. Learn basic terminology related to gemology, such as cut, color, clarity, and carat weight. 129. Explain the formation and geological processes that create different types of gemstones 130. Summarize the classification systems used in gemology 131. Differentiate between natural and synthetic gemstones based on their physical and optical properties. 132. Demonstrate how to use gemological tools 133. Conduct basic gemological tests to identify gemstones	134. Introduction of Gemology 135. Introduction to type of cuts & shapes 136. Types Of Rocks, Minerals and Gem Minerals 137. Properties of Mineral/Gemstones 138. Beauty, Durability and Rarity Of Gemstones Instruments to use in gemology 139. Dichroscope 140. Principle 141. Construction and working Isotropic and Anisotropic stones Dichroism and trichrome 142. Polaris cope 143. Principle 144. Construction and working S.R., D.R., A.G.G. & A.D.R stone 145. Optic character of gemstone Uniaxial and Biaxial optic signs Use of konoscope 146. Refractometer 147. Spectroscope 148. Visual Identification	
Module 2	Types of Gemstones and their structure		1
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <p>149. classification of gemstones into inorganic, organic, and gem rocks</p> <p>150. crystalline and cryptocrystalline quartz, garnet, feldspar, tourmaline, and other gemstones.</p> <p>151. Explain the difference between inorganic and organic gemstones.</p> <p>152. Identify and classify various gemstones based on their physical characteristics and origin.</p> <p>153. Explain the differences between natural, synthetic, and imitation gemstones.</p> <p>154. Demonstrate the ability to distinguish between different synthesis methods based on inclusions and growth patterns.</p> <p>155. techniques of synthetic diamonds and colored stones.</p> <p>156. Differentiate synthetic gemstones from natural ones through microscopic observation</p>	<p>157. Various Types Of Gems: Inorganic Gems Like Crystalline And Cryptocrystalline Quartz, Garnet, Feldspar, Tourmaline, Topaz, Peridot, Chrysoberyl's Cat'sEye, Alexandrite, Spinel, Zircon, Turquoise, Malachite, Diopside, Iolite, Tanzanite, Apatite And Other Rare Stones.</p> <p>158. Organic Gemstone Like Pearl, Ivory, Amber, Coral, Jet Gem Rock Like Lapis Lazuli</p> <p>159. Synthesis Of Diamonds and Color stones</p> <p>160. Identification Of Synthetic</p> <p>161. Synthetics, Treated & Imitations</p> <p>162. Certification Practice</p>	
Assignments/ Activities towards CCE			
<p>163. Lab assessment of identification of gemstone</p> <p>164. Navratna chart of gemstones.</p> <p>165. PPT presentation of natural and synthetic gemstones.</p>			

References:

- Hughes, R. W. (2018). **The book of gems**.
- Hughes, R. W. (2017). **Gem identification made easy: A hands-on guide to more confident buying and selling**.
- Liddicoat, R. W. (2005). *Gemology* (6th ed.). Gemological Institute of America (GIA).
- Read, P. G. (2020). *Gemology*.
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- Webster, R. (2008). *Gemology* (3rd ed.). Wiley.
- Read, P. (2005). **Gemology**. Butterworth-Heinemann.
- Schumann, W. (2009). **Gemstones of the world**. Sterling Publishing.
- Webster, R. (2004). **Introduction to gemology**. Robert Webster.

Course Title	Tie and Dye (Practical)
Course Credits	02
Course Outcomes	After going through the course, learners will be able to: <ol style="list-style-type: none"> 6. Study history, techniques, and processes of tie and dye 7. Explore hands-on experience in creating tie and dye 8. Learn creative expression and experimentation through tie and dye 9. Apply cultural and artistic significance of tie and dye within the broader context of textile arts.
Module 1 (Credit 1) Introduction to Tie and Dye Techniques	
Learning Outcomes	After learning the module, learners will be able to: <ol style="list-style-type: none"> 0. Handle the materials, tools, and techniques 1. Explore color theory and color mixing 2. Apply Design principles and composition in tie and dye
Content Outline	<ol style="list-style-type: none"> 3. History and cultural significance of tie and dye 4. Traditional tie and dye techniques: bandhani, shibori, and leheriya 5. Dyeing techniques: immersion dyeing, resist dyeing, and direct application.
Module 2 (Credit 1) Advanced Tie and Dye Techniques	
Learning Outcomes	After learning the module, learners will be able to: <ul style="list-style-type: none"> • Experiment with different types of Tie and Dye Techniques • Explore patterns and motifs using advanced Tie and Dye Techniques
Content Outline	<ol style="list-style-type: none"> 6. Advanced tie and dye techniques: clamp resist, stitch resist, and pleating

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

177. Weekly assignments (sketches, studies, sample swatches)
178. Midterm Tie and Dye project (exploration of basic techniques and design principles)
179. Final Tie and Dye project (individual Tie and Dye artwork demonstrating technical skill and creative expression)

Students will have to submit at least **06** Assignments in various materials and sizes.

Internal Assessment: There will be no internal assessment.

External Assessment: External assessment at the end of the semester, which carries a weightage of **50 marks**. During the assessment, students will create their Tie and Dye own artwork

Bibliography:

Elisabeth Berkau. (2022) *Learn to Dye & Print Fabric using shibori, Tie-Dye, Sun Printing and more*. Landauer Publishing

Subject Code	Courses, Modules and Outcomes	Course Contents	Cr
	SEMESTER IV		
4.4	Festival Song (Practical) OEC		2
	Course Outcomes: Learners will be able to: 180. Perform the festival songs. 181. Analyze the evolution of national festival songs. 182. Identify regional musical characteristics. 183. Appreciate festival songs. 184. Recognize how music enhances unity in celebrations. 185. Preserve and popularize rare festival songs.		
Module 1	National Festival Songs		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Study the expression of patriotism and national pride through music. • Analyze devotional and inspirational songs related to Mahatma Gandhi's ideals. • Recognize the role of music in fostering unity and tribute on significant national occasions. 	Module Contents: 186. Songs of Unity 187. Songs related to Gandhi Jayanti 188. Songs related to Maharashtra Day 189. Songs related to Samvidhan Din 190. Other National Commemorations	
Module 2	Traditional Festival Songs		1
	LOs: Learners will be able to <ul style="list-style-type: none"> 191. Sustain the tradition of festival and to promote Indian knowledge system through songs. 192. Explore the characteristics and emotions of different musical Songs 	Module Contents: Festival Songs from different region of India 193. Diwali 194. Navratri 195. Holi 196. Ganesh Chaturthi 197. Gokul Ashtami 198. Ram Navami	
Assignments/ Activities towards CCE			
	199. Celebration of different festivals through Songs. 200. To Organized popular festival like Garba and Vasant Panchami in campus.		

References:

201. Khare, V. (1998). Maharashtra til loksangeet (Folk music of Maharashtra). Sahitya Prakashan.
202. Sonawane, S. L. (2005). Bharatiya loksangeet (Indian folk music).

- Lokvangmay Griha.
203. Vanarse, S. (2010). Loksangeet: Ek sanskrutik varasa (Folk music: A cultural heritage). Dr. Babasaheb Ambedkar Marathwada University.
 204. Joshi, M. (2012). Lokgeete ani tyanche samajik mahatva (Folk songs and their social significance). Granthali Prakashan.
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 206. Shinde, U. (2017). Bharatiya lokparampara ani sangeet (Indian folk traditions and music). Sadhana Prakashan.
 207. Vasant. (2005). Sangeet Visharad. Hathras, UP: Sangeet Karyalaya.
 208. Taralekar, G. H. (1973). Bharatiya vaddyancha itihasa (History of Indian percussion instruments). Pune: Go. Ya. Rane Prakashan.
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4.4	Introduction to AI		
Course Outcomes:	Learners will be able to: 19. Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. 20. Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. 21. Identify key issues and analyze complex problems related to AI and HCI. 22. Examine issues related to AI and HCI.		
Module 1	Introduction to Artificial Intelligence		1
	LOs: Learners will be able to 23. Examine the concept of Artificial Intelligence (AI). 24. Recognize various AI applications. 25. Analyze the role and impact of AI in society. 26. Develop critical thinking and problem-solving skills.	Module Contents: 27. Definition, history, and scope of AI 28. Types of AI: narrow or weak AI, general or strong AI, and superintelligence 29. AI applications: expert systems, natural language processing, computer vision, and robotics tools	
Module 2	Human-Computer Interaction (HCI)		1
	LOs: Learners will be able to 214. Examine the interactive systems using HCI principles and methods. 215. Evaluate the impact of technology on humans and society. 216. Communicate HCI concepts and designs effectively to stakeholders. 217. Apply HCI principles to real-world problems	218. Introduction to HCI: human-centered design, user experience, and usability 219. Human factors: cognitive psychology, perception, and attention 220. Interaction design: input devices, output devices, and interaction techniques	
Assignments/ Activities towards CCE			
	Students will be given the following projects: 221. AI Case Study Presentation 222. Project on HCI Design 223. Projects based on 'Impacts of AI'		

References:

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Russell, S., & Norvig, P. (2020). Artificial Intelligence: A Modern Approach (4th ed.).
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Sharma, R. K. (2018). Human-Computer Interaction. Oxford University Press. India.
Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

4.4	Introduction to AI		
Course Outcomes:	Learners will be able to: 30. Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. 31. Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. 32. Identify key issues and analyze complex problems related to AI and HCI. 33. Examine issues related to AI and HCI.		
Module 1	Introduction to Artificial Intelligence		1
	LOs: Learners will be able to 34. Examine the concept of Artificial Intelligence (AI). 35. Recognize various AI applications. 36. Analyze the role and impact of AI in society. 37. Develop critical thinking and problem-solving skills.	Module Contents: 38. Definition, history, and scope of AI 39. Types of AI: narrow or weak AI, general or strong AI, and superintelligence 40. AI applications: expert systems, natural language processing, computer vision, and robotics	
Module 2	Human-Computer Interaction (HCI)		1
	LOs: Learners will be able to 224. Examine the interactive systems using HCI principles and methods. 225. Evaluate the impact of technology on humans and society. 226. Communicate HCI concepts and designs effectively to stakeholders. 227. Apply HCI principles to real-world problems	228. Introduction to HCI: human-centered design, user experience, and usability 229. Human factors: cognitive psychology, perception, and attention 230. Interaction design: input devices, output devices, and interaction techniques	
Assignments/ Activities towards CCE			
	Students will be given the following projects: 231. AI Case Study Presentation 232. Project on HCI Design 233. Projects based on 'Impacts of AI'		

References:

Dix, A., Finlay, J., Abowd, G. D., & Beale, R. (2004). Human-Computer Interaction (3rd ed.). Pearson. United Kingdom.
Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.
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Tidwell, J. (2010). Designing Interfaces (2nd ed.). O'Reilly Media. United States.

4.4	Introduction to AI		
Course Outcomes:	Learners will be able to: <ul style="list-style-type: none"> 41. Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. 42. Analyze AI and Human Computer Interaction (HCI) problems and design and evaluate AI and HCI. 43. Identify key issues and analyze complex problems related to AI and HCI. 44. Examine issues related to AI and HCI. 		
Module 1	Introduction to Artificial Intelligence		1
	LOs: Learners will be able to <ul style="list-style-type: none"> 45. Examine the concept of Artificial Intelligence (AI). 46. Recognize various AI applications. 47. Analyze the role and impact of AI in society. 48. Develop critical thinking and problem-solving skills. 	Module Contents: <ul style="list-style-type: none"> 49. Definition, history, and scope of AI 50. Types of AI: narrow or weak AI, general or strong AI, and superintelligence 51. AI applications: expert systems, natural language processing, computer vision, and robotics 	
Module 2	Human-Computer Interaction (HCI)		1
	LOs: Learners will be able to <ul style="list-style-type: none"> 234. Examine the interactive systems using HCI principles and methods. 235. Evaluate the impact of technology on humans and society. 236. Communicate HCI concepts and designs effectively to stakeholders. 237. Apply HCI principles to real-world problems 	<ul style="list-style-type: none"> 238. Introduction to HCI: human-centered design, user experience, and usability 239. Human factors: cognitive psychology, perception, and attention 240. Interaction design: input devices, output devices, and interaction techniques 	
Assignments/ Activities towards CCE			
	Students will be given the following projects: <ul style="list-style-type: none"> 241. AI Case Study Presentation 242. Project on HCI Design 243. Projects based on 'Impacts of AI' 		

References:

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Goyal, S. K. (2015). Human-Computer Interaction. Tata McGraw-Hill. India.

Gupta, R. K. (2012). Artificial Intelligence. Tata McGraw-Hill. India.

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